

# Winter Rates 2021-2022

BOARD OF DIRECTORS MEETING, JULY 23, 2021



# OVERVIEW

- Cost pressures
- Solutions
- High volume product examples
- Questions



# COST PRESSURES

- *Minimum wage increase of 7% from \$14 to \$15*
- *Challenging labor market with exorbitant housing costs in the region*
- *J1 housing cost increase*
- *Fuel costs at \$5/gallon*
- *Cost of goods increases*

# SOLUTIONS

- **Minimize the increase to our membership by considering opportunities on guest and public rates**
- **Consider our higher cost centers when addressing increases - Downhill, Cross Country and Snowplay respectively**
- **Rental rates exceed market so changes are minimal**
- **Industry standard of day-of purchase surcharge on the base price – Northstar over \$20 more to purchase in person, day-of vs. online**

# DAILY LIFT AND TRAIL PASS PRODUCTS

DH Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY Reg price	20-21 volume	Rev impact based on 20-21 volume
	Reg	Peak	Reg	Peak	Reg	Peak			
Adult Public Lift Ticket	74	94	74	94	78	98	4	7035	\$ 28,140
Adult Guest Lift Ticket	64	84	64	84	68	88	4	3564	\$ 14,256
Adult Member Lift Ticket	39	N/A	39	N/A	40	N/A	1	3408	\$ 3,408

XC Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY Reg price	20-21 volume	Rev impact based on 20-21 volume
	Reg	Peak	Reg	Peak	Reg	Peak			
Adult Public Trail Pass	41	51	41	51	43	53	2	4090	\$ 8,180
Adult Guest Trail Pass	38	48	38	48	40	50	2	1106	\$ 2,212
Adult Member Trail Pass	31	N/A	31	N/A	32	N/A	1	1326	\$ 1,326

# LESSON PRODUCTS

DH Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY Reg price
	Reg	Peak	Reg	Peak	Reg	Peak	
Hr Private Lesson - Public	149	169	159	179	184	199	15
Hr Private Lesson - Member	134	N/A	144	N/A	149	N/A	5
All Day Ch Lesson Pkg - Public	199	209	199	209	209	239	10
All Day Ch Lesson Pkg - Member	179	N/A	179	N/A	184	N/A	5

XC Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY Reg price
	Reg	Peak	Reg	Peak	Reg	Peak	
Hr Private Lesson - Public	95	95	95	95	105	115	10
Hr Private Lesson - Member	85	N/A	85	N/A	90	N/A	5
Ad Lesson Pkg - Public	92	107	92	107	107	122	15
Ad Lesson Pkg - Member	79	N/A	79	N/A	87	N/A	8

# RENTAL PRODUCTS

DH Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY Reg price
	Reg	Peak	Reg	Peak	Reg	Peak	
Adult Rental - Public	55	60	55	60	55	60	0
Adult Rental - Member	52	N/A	52	N/A	52	N/A	0
Child Rental - Public	40	45	40	45	40	45	0
Child Rental - Member	37	N/A	37	N/A	37	N/A	0

XC Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY Reg price
	Reg	Peak	Reg	Peak	Reg	Peak	
Adult Rental - Public	36	41	36	41	37	42	1
Adult Rental - Member	33	N/A	33	N/A	33	N/A	0
Child Rental - Public	23	28	23	28	24	29	1
Child Rental - Member	20	N/A	20	N/A	20	N/A	0

# SEASON PASSES

DH Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY spring price
	Fall	Spring	Fall	Spring	Fall	Spring	
Adult Public Pass	394	384	409	464	479	489	15
Adult Member Pass	234	239	249	289	299	309	10

XC Ski	19-20 Price		20-21 Price		21-22 Price		Var to PY spring price
	Fall	Spring	Fall	Spring	Fall	Spring	
Adult Public Pass	374	379	389	424	439	449	15
Adult Member Pass	279	284	294	319	329	339	10

Combo	19-20 Price		20-21 Price		21-22 Price		Var to PY spring price
	Fall	Spring	Fall	Spring	Fall	Spring	
Adult Public Pass	579	499	609	649	679	689	30
Adult Member Pass	409	414	424	454	474	484	20



# QUESTIONS?